



Governor's Film and Television Commission

February 14th, 2007 – 3:30 PM

State Capitol Executive Tower – 2nd Floor Governor's Conference Room

OVERVIEW

In Attendance:

Lawrence Moore, Barry Kluger, Tony Astorga, Karen Churchard, Steve Chucri, Janet Kay Daggett, Toni Hellon, Luci Fontanilla-Perez, Sharon Harper, Chuck Hyder, Fred Johnston, Shelli Hall-Lipinczyk, Don Livesay, Kee Long, Pete Manglesdorf (on phone), Mal Wienges

Others in Attendance:

Harry Tate, Ken Chapa, Jeff Schatzki, Eli Kluger

Call to Order – Chairman Moore & Kluger

Call to order 3:35PM. Meeting start time delayed due to prior Governor's press conference in the 2nd floor conference room.

Announcements – Chairman Kluger and Moore:

-Tony Astorga is stepping down as Cochairman. Lawrence Moore was appointed the new co-chairman by the Governor's Office. Barry Kluger will continue as co-chairman.

-Former Senator Toni Hellon was appointed a member of the Commission.

ADOC Film Office Update - Ken Chapa

Program Manager, Ken Chapa reviewed ADOC film office Data:

There were 677 inquires for Calendar Year 2001. Inquires dropped by more than half in subsequent years. However, in 2006 inquires rose to 620. Similar trends reflect project that shot in Arizona. Website views for this year peaked at 4,167 in February '06, when Commerce is in the midst of a National ad campaign. In January 2006 website hits fell to 1,367. ADOC film office is launching a new ad campaign which will run in various trade publications in the coming month, including *Hollywood Reporter* Oscar Edition.

Commission Initiatives – Chairman Moore

The Commission put together a business plan with six strategic initiatives. Commissioners will put their name by two initiatives, indicating on what initiatives they would like to work. The six initiative groups are:

1. *Capital Investment and Finance*
2. *Legislative/Advocacy*
3. *Business Innovation and Development*
4. *Education and Workforce Development*
5. *Physical Infrastructure*
6. *Marketing/Public Relations*

Commissioner Astorga stated that the two big challenges on making this plan working is marketing the plan and obtaining support of the Governor.

The list will be emailed to all Commissioners for review and to request those commissioners who were not in attendance at the Feb. 14th meeting to make their selections and return their responses to the ADOC Film Office c/o Eli Kluger.

Harry Tate said that Commissioners must use available resources, within the commission, to fund commission endeavors, unlikely to receive State funding.

Presentation: Film Incentives and Tax Credits – Chairman Kluger
Wil French & Noel Paynter, Arizona Production Capital LLC

Disrupted handout.

Mr. French Provided a review of tax credit programs across the country and how Arizona's program compared. He indicated that legislation pending in Arizona legislature would greatly enhance the Arizona Program.

After Mr. French's presentation, Jeff Schatzki, office of Governor Janet Napolitano, informed the Commission that he welcomed input on the pending legislation. However, if a commissioner wants to comment on the legislation as a member of the film Commission, he requested that he or she not comment directly with members of the legislature, as the legislation is likely to change throughout the process and that the Governor's Office has a dedicated staff to track all legislation. Mr. Schatzki indicated that any comments, as a member of the Film Commission, should be directed to himself or Harry Tate of the Arizona Department of Commerce Film Office.

Announcements:

The next Governor's Film and Television meetings will be held on *May 21st, 2007*

Adjournment:

The Governor's Film and Television Commission meeting was adjourned at 5:30pm.